

Rep Order# 9818242 Ver# 5 Status Revised  
EC'd Yes

Traffic Order# 56241

Printed: 09/21/2012 3:00 PM  
Last Received: 09/21/2012 2:53 PM  
Showing Buylines: All Rep & Sta Revised Lines

1 of 3

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL  
Product ROMNEY 4 PRESIDENT  
Estimate# 81  
Buyer STEPHANIE KINCAID  
Phone#  
Fax#

Agency ( ) AMERICAN RAMBLER PRODUCTION  
138 CONANT ST  
BEVERLY, MA 01915  
Agency C/P1/P2/E //81  
Flight Dates 09/14/2012 - 09/18/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

\*\*\*\*\* Contract Coversheet \*\*\*\*\*

V.5 9/21

SEE LNS 14/19/27/28 FOR CREDITS TAKEN

PREVTT=53750 - REVTT=47500 - TOTAL CREDIT=6250

\*\*\*\*\*

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--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

V.5 9/21  
SEE LNS 14/19/27/28 FOR CREDITS TAKEN  
PREVTT=53750 - REVTT=47500 - TOTAL CREDIT=6250  
PLS CF - THANKS

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*14	F	10P-11P	BLUE	:30	\$2,500.00	09/14-09/14	0	0	0	\$0.00	
				[CREDIT WAS TAKEN FOR SPOT ON 9/14 (1/WK)]								
				V5 Effective Dates Changed								
	*19	SA	6P-630P	NEWS	:30	\$450.00	09/15-09/15	0	0	0	\$0.00	
				[CREDIT WAS TAKEN FOR SPOT ON 9/15 (1/WK)]								
				V5 Effective Dates Changed								
	*27	SU	630P-7P	NEWS	:30	\$800.00	09/16-09/16	0	0	0	\$0.00	
				[CREDIT WAS TAKEN FOR SPOT ON 9/16 (1/WK)]								
				V5 Effective Dates Changed								
	*28	SU	7P-8P	60 MIN	:30	\$2,500.00	09/16-09/16	0	0	0	\$0.00	
				[CREDIT WAS TAKEN FOR SPOT ON 9/16 (1/WK)]								
				V5 Effective Dates Changed								

---REPORT TOTALS---

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BEVERLY, MA 01915  
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Flight Dates 09/14/2012 - 09/18/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

Report Totals: 0 / \$0.00

---SALES MONTHLY TOTALS---

Sep 12: 38 / \$47,500.00  
Sales Totals: 38 / \$47,500.00  
Station Totals: 38 / \$47,500.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$155,280	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPO	36%
		WKRC	30%	WLWT	22%	WSTR	0%	WXIX	11%		

Books null  
Demos RA35+

Rep Order# 9818242 Ver# 4 Status Returned  
EC'd Yes

Traffic Order# 56241

Printed: 09/14/2012 10:57 AM  
Last Received: 09/13/2012 11:21 AM  
Showing Buylines: All Rep & Sta Revised Lines

1 of 2

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Rep Firm  
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--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

pls see line 14,19,27 & 28  
t/r  
lynda/jim

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*14	F	10P-11P	BLUE	:30	\$2,500.00	09/14-09/14	1	1	1	\$2,500.00	
				Station Remark: V4 1x na 9/14 no time mg tues 9/18 10-11p ncir								
	*19	SA	6P-630P	NEWS	:30	\$450.00	09/15-09/15	1	1	1	\$450.00	
				Station Remark: V4 1x na 9/15 mg mon-tues 6-7a news ncir 9/17-18								
	*27	SU	630P-7P	NEWS	:30	\$800.00	09/16-09/16	1	1	1	\$800.00	
				Station Remark: V4 1x na 6/16 mg 530-6p news mon-tues 9-17-18 ncir								
	*28	SU	7P-8P	60 MIN	:30	\$2,500.00	09/16-09/16	1	1	1	\$2,500.00	
				Station Remark: V4 1x na 6/16 no time mg mon 9/17 9-10p mcor								

---REPORT TOTALS---

Report Totals: 4 / \$6,250.00

---SALES MONTHLY TOTALS---

Sep 12: 42 / \$53,750.00

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Flight Dates 09/14/2012 - 09/18/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

Sales Totals: 42 / \$53,750.00

Station Totals: 42 / \$53,750.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$175,711	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPO	36%
		WKRC	30%	WLWT	22%	WSTR	0%	WXIX	11%		

Books null  
Demos RA35+

**Connell II, Jim**

---

**From:** dmcullah@wkrc.com  
**Sent:** Thursday, September 13, 2012 3:14 PM  
**To:** Connell II, Jim; Williams, Lynda  
**Subject:** Spot - Preempt: Romney/R/President - 56241

Station: WKRC-TV

**Order Information:**

Order #: 56241  
Order Total: \$53,750.00  
Agency: American Rambler Pro  
Advertiser: Romney/R/President  
Product: ROMNEY 4 PRESIDENT  
Alternate Order #: 09818242  
Estimate #: 81  
Flight Dates: 09/14/12 - 09/18/12  
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

**Preempted Spot Information (56241-14-1):**

Rate: \$2,500.00  
Air Date: Fri 09/14/12  
Eligible Days: -----F-----  
Inventory Code: Fri Reg 3  
Inventory Description: Fri Reg 3  
Inventory Code Time: 10:00 PM-11:00 PM  
Spot Type: NM  
Length: :30  
Channel(s): [1] WKRC  
Priority: Preemptible w/ Notice  
Preempt Reason: No Avail

1x Tue 10-11p on

9/18 PM/12

Preempted  
by  
11-11-12

**Connell II, Jim**

---

**From:** dmcullah@wkrc.com  
**Sent:** Thursday, September 13, 2012 3:07 PM  
**To:** Connell II, Jim; Williams, Lynda  
**Subject:** Spot - Preempt: Romney/R/President - 56241

Station: WKRC-TV

**Order Information:**

Order #: 56241  
Order Total: \$53,750.00  
Agency: American Rambler Pro  
Advertiser: Romney/R/President  
Product: ROMNEY 4 PRESIDENT  
Alternate Order #: 09818242  
Estimate #: 81  
Flight Dates: 09/14/12 - 09/18/12  
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

Preempted Spot Information (56241-19-1):

Rate: \$450.00  
Air Date: Sat 09/15/12  
Eligible Days: -----Sa--  
Inventory Code: 6pm Local 12 News Sat  
Inventory Description: 6pm Local 12 News Sat  
Inventory Code Time: 6:00 PM-6:30 PM  
Spot Type: NM  
Length: :30  
Channel(s): [1] WKRC  
Priority: Preemptible w/ Notice  
Preempt Reason: Program Change -No Return

1x M-Fri 6-7A  
on 9/10-9/18 WKRC

## Connell II, Jim

---

**From:** dmcullah@wkrc.com  
**Sent:** Thursday, September 13, 2012 3:05 PM  
**To:** Connell II, Jim; Williams, Lynda  
**Subject:** Spot - Preempt: Romney/R/President - 56241

Station: WKRC-TV

**Order Information:**

Order #: 56241  
Order Total: \$53,750.00  
Agency: American Rambler Pro  
Advertiser: Romney/R/President  
Product: ROMNEY 4 PRESIDENT  
Alternate Order #: 09818242  
Estimate #: 81  
Flight Dates: 09/14/12 - 09/18/12  
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

**Preempted Spot Information (56241-27-1):**

Rate: \$800.00  
Air Date: Sun 09/16/12  
Eligible Days: -----Su  
Inventory Code: 630p Local 12 News Sun  
Inventory Description: 630p Local 12 News Sun  
Inventory Code Time: 6:30 PM-7:00 PM  
Spot Type: NM  
Length: :30  
Channel(s): [1] WKRC  
Priority: Preemptible w/ Notice  
Preempt Reason: Program Change -No Return

1x News-Tue  
6:30-6P on 9/17-9/18  
NM



## Connell II, Jim

---

**From:** dmcullah@wkrc.com  
**Sent:** Thursday, September 13, 2012 3:04 PM  
**To:** Connell II, Jim; Williams, Lynda  
**Subject:** Spot - Preempt: Romney/R/President - 56241

Station: WKRC-TV

**Order Information:**

Order #: 56241  
Order Total: \$53,750.00  
Agency: American Rambler Pro  
Advertiser: Romney/R/President  
Product: ROMNEY 4 PRESIDENT  
Alternate Order #: 09818242  
Estimate #: 81  
Flight Dates: 09/14/12 - 09/18/12  
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

Preempted Spot Information (56241-28-1):

Rate: \$2,500.00  
Air Date: Sun 09/16/12  
Eligible Days: -----Su  
Inventory Code: Sun Reg 1  
Inventory Description: Sun Reg 1  
Inventory Code Time: 7:00 PM-8:00 PM  
Spot Type: NM  
Length: :30  
Channel(s): [1] WKRC  
Priority: Preemptible w/ Notice  
Preempt Reason: No Avail

1x Mon 9-10P on  
9/17 MWA  
2 Break spots  
for the broadcast

# Spot Manager: All, 09/14/12-09/18/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
<b>Advertiser: Romney/R/President</b>												
<b>Agency: American Rambler Pro</b>												
<b>Station: WKRC-TV</b>												
<b>Order: 56241</b>												
<b>Line: 1</b>												
09/17/12	Monday	07:08 AM	:30	\$450.00	2012-MF6a	Good Morn Cincinnati	(6:00:00 AM-6:30:00 AM)	ROMNEY 4 PRESIDENT 81		P-2	2	MWASH
09/18/12	Tuesday	07:49 AM	:30	\$450.00	2012-MF6a	Good Morn Cincinnati	(6:00:00 AM-6:30:00 AM)	ROMNEY 4 PRESIDENT 81		P-2	1	MWASH
											2	
<b>Line: 2</b>												
09/14/12	Friday	04:51 AM	:30	\$450.00	2012-MF6a	Good Morn Cincinnati	(6:30:00 AM-7:00:00 AM)	ROMNEY 4 PRESIDENT 81		P-2	2	MWASH
09/18/12	Tuesday	05:43 AM	:30	\$450.00	2012MR 6a	Good Morn Cincinnati	(6:30:00 AM-7:00:00 AM)	ROMNEY 4 PRESIDENT 81		P-2	1	MWASH
											2	
<b>Line: 3</b>												
09/14/12	Friday	05:55 AM	:30	\$225.00	2012-MFCBS	This Morning	(7:00:00 AM-8:00:00 AM)	ROMNEY 4 PRESIDENT 81		P-2	2	MWASH
09/17/12	Monday	07:40 AM	:30	\$225.00	2012-MFCBS	This Morning	(7:00:00 AM-8:00:00 AM)	ROMNEY 4 PRESIDENT 81		P-2	1	MWASH
											2	
<b>Line: 4</b>												
09/17/12	Monday	09:25 AM	:30	\$225.00	2012-MFCBS	This Morning	(8:00:00 AM-9:00:00 AM)	ROMNEY 4 PRESIDENT 81		P-2	2	MWASH
09/18/12	Tuesday	09:26 AM	:30	\$225.00	2012-MFCBS	This Morning	(8:00:00 AM-9:00:00 AM)	ROMNEY 4 PRESIDENT 81		P-2	1	MWASH
											2	
<b>Line: 5</b>												
09/17/12	Monday	11:27 AM	:30	\$450.00	2012-MF	The Price is Right	11:00 AM-12:00 PM	ROMNEY 4 PRESIDENT 81		P-2	2	MWASH
09/18/12	Tuesday	11:58 AM	:30	\$450.00	2012MR	The Price is Right	11:00 AM-12:00 PM	ROMNEY 4 PRESIDENT 81		P-2	1	MWASH
											2	
<b>Line: 6</b>												
09/17/12	Monday	12:21 PM	:30	\$500.00	2012-MF	Local 12 News at Noon	12:00 PM-12:30 PM	ROMNEY 4 PRESIDENT 81		P-2	1	MWASH
09/18/12	Tuesday	12:25 PM	:30	\$500.00	2012-MF	Local 12 News at Noon	12:00 PM-12:30 PM	ROMNEY 4 PRESIDENT 81		P-2	2	MWASH
											2	
<b>Line: 7</b>												
09/17/12	Monday	05:56 PM	:30	\$750.00	2012-MF 5p	Local 12 News at Five	(5:00:00 PM-5:30:00 PM)	ROMNEY 4 PRESIDENT 81		P-2	2	MWASH
09/18/12	Tuesday	05:27 PM	:30	\$750.00	2012MR 5p	Local 12 News at Five	(5:00:00 PM-5:30:00 PM)	ROMNEY 4 PRESIDENT 81		P-2	1	MWASH
											2	
<b>Line: 8</b>												
09/17/12	Monday	05:41 PM	:30	\$800.00	2012-MF 5p	Local 12 News at Five	(5:30:00 PM-6:00:00 PM)	ROMNEY 4 PRESIDENT 81		P-2	2	MWASH
09/18/12	Tuesday	05:52 PM	:30	\$800.00	2012-MF 5p	Local 12 News at Five	(5:30:00 PM-6:00:00 PM)	ROMNEY 4 PRESIDENT 81		P-2	1	MWASH
											2	
<b>Line: 9</b>												
09/17/12	Monday	06:08 PM	:30	\$900.00	2012-MF 6p	Local 12 News at Six	(6:00 PM-6:30 PM)	ROMNEY 4 PRESIDENT 81		P-2	2	MWASH
09/18/12	Tuesday	06:06 PM	:30	\$900.00	2012MR 6p	Local 12 News at Six	(6:00 PM-6:30 PM)	ROMNEY 4 PRESIDENT 81		P-2	1	MWASH
											2	
<b>Line: 10</b>												
09/17/12	Monday	07:59 PM	:30	\$850.00	2012-MFM-F	730p-8p	7:30 PM-8:00 PM	ROMNEY 4 PRESIDENT 81		P-2	2	MWASH
09/18/12	Tuesday	07:38 PM	:30	\$850.00	2012-MFM-F	730p-8p	7:30 PM-8:00 PM	ROMNEY 4 PRESIDENT 81		P-2	1	MWASH

[Filtered by: ] [Sorted by: Station]

# Spot Manager: All, 09/14/12-09/18/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Romney/R/President												
Agency: American Rambler Pro												
Station: WKRC-TV												
Order: 56241												
Line: 10												
				\$1,700.00							2	
Line: 11												
09/17/12	Monday	11:33:15 PM	:30	\$1,800.00	2012-MF	11p M-F Local 12 News	11:00 PM-11:35 PM	ROMNEY 4 PRESIDENT 81		P-2	2	MWASH
09/18/12	Tuesday	11:26:10 PM	:30	\$1,800.00	2012MR	11p M-F Local 12 News	11:00 PM-11:35 PM	ROMNEY 4 PRESIDENT 81		P-2	1	MWASH
				\$3,600.00							2	
Line: 12												
09/18/12	Tuesday	8:44:28 PM	:30	\$3,500.00	2012MR	Tue Reg 1	8:00 PM-9:00 PM	ROMNEY 4 PRESIDENT 81		P-2	1	MWASH
				\$3,500.00							1	
Line: 13												
09/18/12	Tuesday	9:36:21 PM	:30	\$3,000.00	2012-MF	Tue Reg 2	9:00 PM-10:00 PM	ROMNEY 4 PRESIDENT 81		P-2	1	MWASH
				\$3,000.00							1	
Line: 15												
09/15/12	Saturday	6:59:30 AM	:30	\$225.00	2012-MF	6a-8a Local 12 News S	(6:00:00 AM-7:00:00 A	ROMNEY 4 PRESIDENT 81		P-2	1	MWASH
				\$225.00							1	
Line: 16												
09/15/12	Saturday	7:08:40 AM	:30	\$225.00	2012-MF	6a-8a Local 12 News S	(7:00:00 AM-8:00:00 A	ROMNEY 4 PRESIDENT 81		P-2	1	MWASH
				\$225.00							1	
Line: 17												
09/15/12	Saturday	8:57:39 AM	:30	\$350.00	2012-MF	CBS This Morning Satu	(8:00:00 AM-9:00:00 A	ROMNEY 4 PRESIDENT 81		P-2	1	MWASH
				\$350.00							1	
Line: 18												
09/15/12	Saturday	9:59:25 AM	:30	\$350.00	2012-MF	CBS This Morning Satu	(9:00:00 AM-10:00:00	ROMNEY 4 PRESIDENT 81		P-2	1	MWASH
				\$350.00							1	
Line: 20												
09/15/12	Saturday	8:57:57 PM	:30	\$1,000.00	2012-MF	Sat Reg 1	8:00 PM-9:00 PM	ROMNEY 4 PRESIDENT 81		P-2	1	MWASH
				\$1,000.00							1	
Line: 21												
09/15/12	Saturday	11:11:52 PM	:30	\$1,800.00	2012-MF	11p M-Su Local 12 New	(11:00:00 PM-11:30:00	ROMNEY 4 PRESIDENT 81		P-2	1	MWASH
				\$1,800.00							1	
Line: 22												
09/16/12	Sunday	9:07:40 AM	:30	\$450.00	2012-MF	CBS Sun Morning	(9:00:00 AM-9:30:00 A	ROMNEY 4 PRESIDENT 81		P-2	1	MWASH
				\$450.00							1	
Line: 23												
09/16/12	Sunday	9:28:51 AM	:30	\$450.00	2012-MF	CBS Sun Morning	(9:30:00 AM-10:00:00	ROMNEY 4 PRESIDENT 81		P-2	1	MWASH
				\$450.00							1	
Line: 24												
09/16/12	Sunday	10:47:00 AM	:30	\$450.00	2012-MF	CBS Sun Morning	(10:00:00 AM-10:30:00	ROMNEY 4 PRESIDENT 81		P-2	1	MWASH

[Filtered by: ] [Sorted by: Station]

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Advertiser: Romney/R/President												
Agency: American Rambler Pro												
Station: WKRC-TV												
Order: 56241												
Line: 24												
				\$450.00							1	
Line: 25												
09/16/12	Sunday	5:58:47 AM	:30	\$400.00		2012-MF Face the Nation	10:30 AM-11:00 AM	ROMNEY 4 PRESIDENT 81		P-2	1	MWASH
				\$400.00							1	
Line: 26												
09/16/12	Sunday	1:42:47 PM	:30	\$15,000.00		2012-MF Bengals vs Cleveland	(1:00:00 PM-4:00:00 PM)	ROMNEY 4 PRESIDENT 81		P-2	1	MWASH
				\$15,000.00							1	
Line: 29												
09/16/12	Sunday	1:16:10 PM	:30	\$2,200.00		2012-MF Sun Reg 3	(9:00:00 PM-10:00:00 PM)	ROMNEY 4 PRESIDENT 81		P-3	1	MWASH
				\$2,200.00							1	
Line: 30												
09/16/12	Sunday	1:10:01 PM	:30	\$1,500.00		2012-MF Sun Reg 4	10:00 PM-11:00 PM	ROMNEY 4 PRESIDENT 81		P-3	1	MWASH
				\$1,500.00							1	
Line: 31												
09/16/12	Sunday	2:07:45 XM	:30	\$1,800.00		2012-MF 11p M-Su Local 12 New	11:00 PM-11:35 PM	ROMNEY 4 PRESIDENT 81		P-2	1	MWASH
				\$1,800.00							1	
				\$47,500.00							38	
				\$47,500.00							38	
				\$47,500.00							38	
				\$47,500.00							38	
				\$47,500.00							38	
				\$47,500.00							38	

[Filtered by: ] [Sorted by: Station]